


Lifestyle Design

1. What is Lifestyle Design?
2. How I became interested in Lifestyle Design
3. The 4 Hour Work Week (The Book)
- (4.) Ideas & Strategies (In between)
5. Questions



> Joe Botha
> 04/2009

Idea: Don't Fool Yourself

You are the easiest person to fool!

Don't **delay**,
instant gratification can be good,
get busy living!

Lifestyle Design?

- A way of **thinking** about your **Lifestyle**
- We all face **Information overload**, interrupt driven, multi tasking and continual shared attention.
- "Sex is the one activity we still **single task**"
- We are not **designed** for this.
- **GTD** methodologies can help.. **Martial arts** for information workers. But, it does not scale.
- So.. what do we do? (Methods vs Principles)

Change

- We **cheat!** We don't play by the rules
- **Fight Club** for knowledge workers
- Challenge the work ethic: **W4W** is BAD.
- Post information overload thinking
- Decision making is the ultimate power
- "The future is here, it's just not widely distributed yet"
-- William Gibson

Idea : Flow

Avoid continual shared attention : Enemy of **flow**

Low information diet!

My Story

- How I found my new **hobby**..
- **Strange** time in my life.. mini-retirement
 - /dev/gf dumped me
 - single dad
 - new venture funded (big idea)
 - just a shareholder
 - sold consumer client base
 - freedom and time
- A good friend gave me a **book**: The 4HWW

Idea: Think Big

Big ideas are **easier**,
less competition!

My Story

- I found a number of **parallels** in 4HWW book..
- Dot Com days at IOL
 - Don't read the news
 - Squash and wine tours
- Re-evaluate what was **important**..
 - Favourite thing: taking Mia Swimming
 - Cape Town is an **awesome** place to live..
Silicon Mountain.

Idea: Ignore

What I learnt from a 2 year old:

Blatantly ignore things that are not
exciting or **interesting!**

4HWW Summary

- About Tim.. 4h on a Monday, travels, fun, new rich, financed by "muse" .. a business he runs with M.B.A.
- "Low information diet is the new breakfast of champions"
- Exploiting the rulse: Chinese kickboxing champion
- Challenge yourself.. stare at people, ask girls for their phone numbers, haggle about price, learn to **not** finish things, build a **reputation** for being stubborn

Idea: Happiness

- It's **not** about happiness, it's about **excitement.**
- Happiness is an **outcome** not a goal
- Focused obsessions are more fun

Something Practical

Make Notes..

- GTD.. augmented memory
- I like bullet lists.. so much easier than starting from scratch.
- Mobile Phone
- Running, walking, swimming, driving.. anywhere you are creative.
- Process and sort your notes often
- FILO buffer

Idea: TMTTT

- What if you get it right?
- What do you do with the time?
- It's not about slacking, still **work hard**
- More time to think, more **creative**
- More **exciting** projects

“Nothing is more **dangerous** than an idea,
when you only have **one**.”

– Alain Chartier

“An idea that is not **dangerous** is unworthy
of being called an idea at all.”

– Oscar Wilde

Questions?

www.swimgeek.com

fourhourworkweek.com